



TO: Members of the Parks & Recreation Board

FROM: Krysta McFarland, Recreation and Aquatic Program Supervisor

CC: Rick Wieland, Director of Parks & Recreation
 Marcy Jones, Recreation Services Manager

DATE: June 7, 2010

RE: Monthly Report on the Registration, Participation and Revenue of the Aquatic Programs

The chart below shows the comparison of registered participants and revenue generated based on the classes that have a start date in May 2010. Overall, the Aquatic Program Division received \$29,468 in program registrations. The number of private/semi-private lessons has increased due to a new format implemented in March 2010. Each package is bundled in to a set of 4 lessons that run every 4 weeks.

Aquatic Programs Attendance & Revenue				
Program	FY09		FY10	
Water Aerobic FISD	12	\$540	14	\$756
Water Aerobic FISD Daily Drop In	2	\$14	5	\$35
Water Aerobic FAC Punch Pass				
Swim Lessons	229	\$12,001	320	\$16,772
Private Swim Lessons	54	\$1,620	147	\$4,430
Semi-private Swim Lessons			58	\$2,900
WSI Class			6	\$625
Lifeguard Class	7	\$1,225	16	\$3,645
Wiggle and Wade	11	\$660	5	\$305
TOTAL	315	\$16,060	571	\$29,468

Aquatic Specialty Programs Attendance								
	Water Aerobics		ARC Classes		Swim Lessons		FISD Water Aerobics	
	FY09	FY10	FY09	FY10	FY09	FY10	FY09	FY10
Oct-09	922	644	12	0	300	226	18	23
Nov-09	344	585	0	0	251	195	14	17
Dec-09	490	329	6	0	0	0	11	6
Jan-10	669	594	6	4	242	203	15	10
Feb-10	775	579	10	6	254	215	14	24
Mar-10	760	719	12	10	272	239	12	16
Apr-10	770	741	15	17	350	258	14	14
May-10	675	748	7	22	229	320	14	19
Total	5,405	4,939	68	59	1,898	1,656	112	129